

Palmolive Soap On
Sale Thursday From
8:30 To 12, At a Cake

5c

"THE POPULAR"

Women's, Misses And
Children's 95c Middy
Blouses, On Sale At

69c

13TH YEAR.

EL PASO, TEXAS, WEDNESDAY, MAY 31, 1916.

EL PASO'S MOST HOMELIKE AND PROGRESSIVE STORE.

Our Mammoth Removal Sale!!

The Supreme Money Saving Event Of The Year Begins Thursday, At 8:30 A. M.



Present Location

Silk Blouses

\$1.00

OUR biggest Blouse Manufacturer—the man who sells us thousands of dozens of Blouses in a year, favored us with this magnificent lot of magnificent Blouses at a fraction of their real worth, thus making this sale of sales, an event at which the really shrewd woman will buy at least a dozen Blouses.

Here you will find hundreds of imported silk pongee, plain and embroidered silk crepe de chine and Jap silk Blouses, which every woman will enthuse over for their splendor of style, and their beauty of workmanship, fit and finish.

Never before so much real value at such a ridiculously low price. Every Blouse is in the season's newest styles. Included in the lot are some slightly soiled from display, but worth up to \$3.95. While they last, your choice, at **\$1.00**

\$5 To \$12.50 Corsets At

\$2.95

ODDS and ends in the celebrated "Gossard Front Lace," "Mme. Lyra" and "Franco" Corsets in sizes from 19 to 23. Lovely broadens, fancy batistes, tricot and quilts. New and desirable models widely varied in assortment to meet every possible need. Values are actual as quoted above and are sufficiently important to urge the immediate attention of every woman within reach. Small women should not overlook this rare chance to buy corsets worth from \$5.00 to \$12.50, at **\$2.95**

Silk Dresses

\$5.00

FAIR comparison will prove beyond all question of doubt that these are the best silk dress values in all the great Southwest. The materials are fine silk taffeta and crepe de chine, in the wanted colors. The styles include the straight-line model, the model with the accentuated waistline, the full skirts and the various adaptations of the tunic. Get here early and supply yourself with a new silk dress, at **\$5.00**

Palm Beach And Wool Suits For

\$5.00

THE PALM BEACH SUIT is identified with the woman with an elaborate wardrobe, who goes on extended Summer trips. In fact, it is essentially a garment for "Mildred" of Fashion. BUT they are so practical, so comfortable, so serviceable that the woman of limited means should possess at least ONE, when they can be had with all their exclusiveness of style and class at a price so modest as \$5.00. Included with these Palm Beach Suits are a number of fine woollen suits worth to \$19.50. A wonderful price demonstration, selling at each **\$5.00**

Stocks Must Be Reduced To Lowest Possible Level Before We Move From Present Location, Shown On Left, To New Six-Story Annex, On Right

PROMPTLY at eight thirty Thursday morning, June 1st, the doors of this great store swing open to our mammoth Removal Sale—THE SUPREME MONEY SAVING EVENT of the year. Thousands of dollars worth of dependable, seasonable merchandise—the very kinds you need right now for the entire family have been marked at prices that you will realize are VALUES SUCH AS EL PASOANS HAVE NEVER SEEN BEFORE.

From top to bottom the store will teem with the most unprecedented value-giving in bright, new, seasonable merchandise El Pasoans ever knew. We are going to make this event a distinct and masterful triumph over every past success. You positively cannot afford to disregard its money-saving possibilities. Be here early and get your share of the matchless offerings.

Imperative orders have been given to the head of every department that the VALUES SHALL BE WITHOUT PRECEDENT. Every buyer is pledged to make greater price reductions than ever before, and to let no thought of the month's or the year's profits obscure his or her vision of the goal—THE GREATEST VALUES AND THE GREATEST VOLUME OF BUSINESS IN THIS STORE'S HISTORY.

Women's And Misses' Ready-To-Wear

Read Every Item Carefully And Note The Extreme Reductions, Remembering Meanwhile That "The Popular" Never Quotes Exaggerated Values

NEVER before have we offered such quantities of fine exclusive apparel as we do in this great Removal Sale. Were we to print on this page the actual quantity of garments we expect to sell in the next thirty days you would be amazed beyond belief. Our reason for expecting this enormous business this month is based on the fact that we have provided the most beautiful lines we have ever shown in Suits, Dresses, Skirts, Blouses, Negligees, Millinery, Undergarments, Corsets,



and Novelties because we propose to make prices that are positively the lowest ever known in El Paso. These are some of the special purchases and the latest arrivals. Come Thursday!

**Silk Dresses At \$10.00
\$17.95 and \$24.85.**

THE greatest of all climax offerings for women, showing the very latest silk dresses at a purchase price next to nothing when you consider their actual worth. Street, Afternoon, Sport and party frocks in Taffeta, Georgette, Crepe de Chine, Gros de Londres and various combinations.

All Suits Sacrificed In the Removal Sale

ALL Wool Suits, new arrivals included, are offered in this wonderful sale at prices to hurry them away. Choose from fine Serges, Whipcords, Callot Cheeks, Gabardines and Novelty Stripes and Mixtures in the very newest models and colors at these sensational savings.

\$19.50 & \$25.00 Wool Suits \$9.95 **\$54.50 & \$59.50 Wool Suits \$21.95**
\$34.50 & \$39.50 Wool Suits \$12.95 **\$64.50 & \$69.50 Wool Suits \$24.95**
\$44.50 & \$49.50 Wool Suits \$18.95 **All Higher Priced Suits Reduced**

Fisk, Gage And Other Lovely Hats Almost Given Away In This Sale

ONE of the rarest millinery events of the season—this timely Removal Sale occurs at the very moment women want the latest Summer hat styles. Being offered so far below standard wholesale prices, even smaller dealers will find the "Popular's" sale prices distinctly to their advantage—another recognition of the "Popular's" buying power.

In the latest correct Summer models you will find the styles especially smart and jaunty. Although the Sale begins with comprehensive assortments and large quantities, we emphasize that these prices will prevail only until the special advertised quantities have been sold, so we cannot advise you too strongly to make your selection early Thursday. Trimmed hats, Tailored and Sports Hats of every description are in this sale at astonishingly low prices. Three great lots worth many, many times the advertised prices of

\$1.00 \$1.95 \$3.85

Removal Sale of New Wash Goods

40 INCH PRINTED VOILES—Woven striped tissue, Striped and Figured Handkerchiefs, Linon; pretty color combinations. Extra special values for Summer Frocks. The yard, at **20c**
SPORT SKIRTING AND ALL WHITE SKIRTING—Newest stripes and newest weaves. All of them 36 inches wide. The yard, **45c**
HALF SILK SHIRTING—White Grounds, Colored Stripes; also used for women's dresses and waists. Special the yard, at **40c**
27 AND 30 INCH NOVELTY WASH GOODS—Consisting of Printed Voiles, Embroidered Rice Yoiles and Embroidered Lace Cloths. Values up to twice the special price of the yard, **15c**

Charming Blouses Sensational Values

EVERY sort of blouse women want is now in this sale at far less than our own regular prices.

Lace blouses—charming ones of filet or novelty meshes draped over becoming pink satin or Georgette crepe.

Striped blouses—every width of stripe—in tub silk, Georgette crepe, crepe de chine, pussy willow taffeta and voile.

Silk blouses—at every price from \$1.00 upward. Every weave and almost all colors; tub satin, crepe de chine, habutai, colored pongee, radium, tub silks, fleur de soie and many others. Black blouses included.

White shirtwaists—new copies of Paris models and thousands of the fresh, attractive lingerie and simple blouses that are necessities for hot weather.

95c, \$1.25 & \$1.45 White Blouses, extra special, at each.....69c
95c Middy Blouses, at.....69c
Silk Blouses to \$3.95.....\$1.00

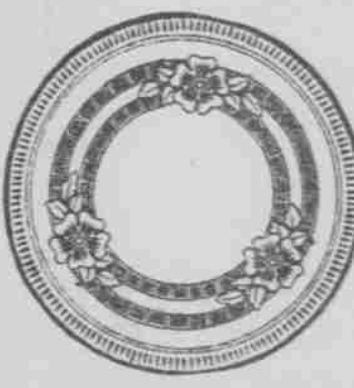
Special Lot of Silk Blouses \$2.29
\$4.95 to \$6.50 Silk Blouses \$3.95
Higher Priced Blouses Proportionately Reduced.

"Royal Society" Finished Art Needlework Pieces Less Than Maker's Cost

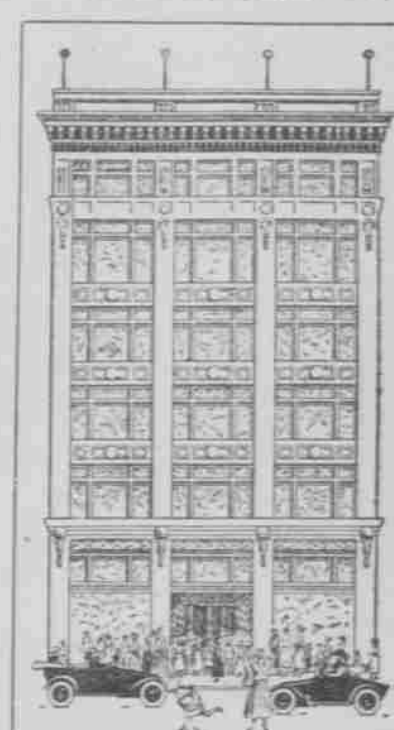
FIVE HUNDRED PIECES of "Royal Society" hand embroidered finished show pieces, consisting only of 1916 designs. This wonderful assortment of real hand embroidered, 36 inch Center Pieces, Scarfs, Sofa Pillows, Gowns, Corset Covers, Children's Dresses, Card Table Covers, Fudge Aprons, Turkish and Linen Towels, Dressing Scaques, Boudoir Caps, Laundry Bags, Pin Cushions, Baby Pillows, Pajamas, Baby Caps, Etc., will be divided into four grand groups. The prices will represent about one half the cost of material and workmanship.

Sale Begins At 9:30 A. M.

The Popular
DRY GOODS CO. INC.



Group 1 Group 2
\$1.25 \$2.45
Group 3 Group 4
\$3.25 \$5.95



New Six Story Annex

Lingerie Blouses At

69c

ONE of the greatest events in the Removal Sale of Blouses is this made up of fine Blouses at 69c that cannot be duplicated anywhere for less than 95c, \$1.25 and \$1.45. Actual savings on new modish waists of Voile, Organdie, Lawn and Batiste, with trimmings of lace and hem-stitching and new panels of embroidered Organdie, high and low collars and the latest above effects. You must see them yourself to know their real beauty. In the Removal Sale, at only **69c**

\$15 Silken Underwear

\$5.00

A BRILLIANT assortment of exquisite crepe de chine and washable satin petticoats and princess slips. Elaborately trimmed with lace, net, chiffon, gold and silver laces, ribbons, flowers, etc. Garments in the lot worth up to \$15.00. We could write all day long dwelling upon the beauty and distinctness of these silk undergarments, but cold type cannot do them justice. They must be seen to be appreciated. Get your share of them tomorrow, at **\$5.00**

\$3.95 Silken Underwear

\$1.95

IT is a pleasure to be able to offer such attractive underwear at such a marvelously low price. We know women will appreciate the unusual nature of this sale the minute they see these garments. Delightful styles in Women's Envelope Chemise and Combination Suits of all pure silk crepe de chine and washable satin, in pink or white. Actual values up to \$3.95. While the lot lasts in the Great Removal Sale, take your choice, at **\$1.95**

Wool Or Silk Skirts For

\$3.95

A CHARMING array of styles in lovely taffeta silk skirts, in black, blue and fancies; also woolen skirts in blues, black, checks and stripes. Their matchless values worth \$4.95 to \$6.50.

See Windows